

The Empire Line Is Creating Business for Many Hardware Merchants

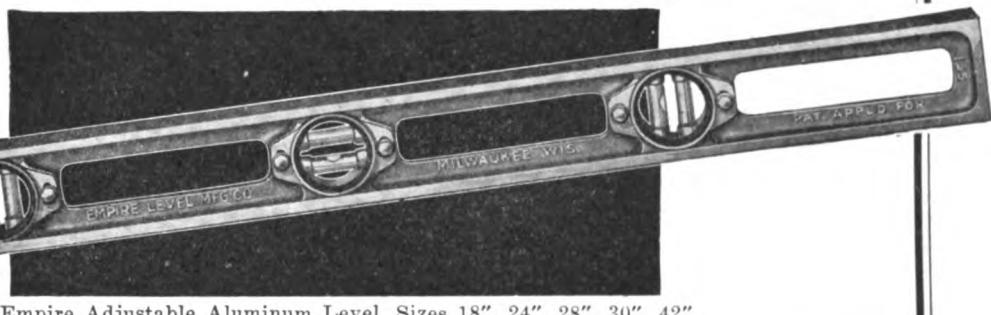
MANY hardware retailers are taking advantage of the exclusive selling features presented by the Empire line of high quality levels.

The Empire Adjustable Aluminum Level is creating customers wherever it is on display. The feature of **adjustability** and **interchangeability** of the vial cases is a tremendous selling argument. It enables the workman to repair his broken level

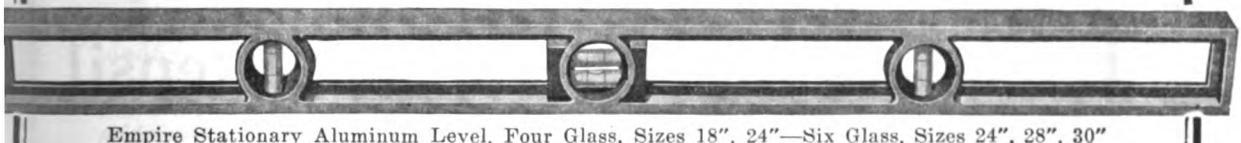
glasses in a couple of minutes and with perfect ease and satisfaction.

Each level glass is set in an individual case which, in addition to being **interchangeable**, can be adjusted for leveling pitched surfaces.

The rest of the Empire line is equally valuable from a selling standpoint. Quality is predominant in every tool.



Empire Adjustable Aluminum Level, Sizes 18", 24", 28", 30", 42"



Empire Stationary Aluminum Level, Four Glass, Sizes 18", 24"—Six Glass, Sizes 24", 28", 30"



Empire Torpedo Pocket Level, Size 9"



Empire Millwright's Level, Sizes 12", 18"



Empire Brick Mason's Level—Brass Bound, Sizes 42", 48"



Empire Carpenter's Level—Black Walnut, Sizes, 18", 24", 26", 28"

Order from your Jobber

EMPIRE LEVEL MFG. COMPANY, Milwaukee, Wisconsin

Western Representatives

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F. H. Chown
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506 Charles Bldg.
Denver

ADVANTAGES OF ADJUSTABLE LEVELS

(By H. J. Zieman, Empire Level Manufacturing Co.)

I have always contended that the old style level as used for years and years had possibilities that had never been fully utilized. The level had never been given the opportunity of extending its usefulness over the wide range it was capable of. It was a tool—usually cumbersome—capable of leveling and plumbing surfaces, that was all.

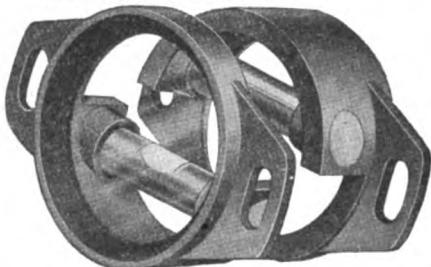


Fig. 1

I don't mean for a minute that a level should be a freak tool to be used for driving nails, turning screws and all that. That idea, of course, is absurd, but there are many little duties coming truly within the scope of a level that have previously been neglected. Take, for instance, pitched surfaces. An ordinary, old style level is up against an absolutely insurmountable obstacle when this condition presents itself.

It was an endeavor to meet this one particular condition that was originally responsible for the birth of the Empire adjustable level. True, the idea was not entirely original with us, but we set ourselves to the task of carrying out this idea along radically different lines.

We have always been cranks on the idea of simplicity in every article turned out in our factory, so it naturally followed that we would strive toward that end in carrying out this idea, and there is the big underlying reason for the wide success of the Empire adjustable aluminum level. Just a glance at the tool will prove the simplicity of the construction. There are no springs, pivots or joints—just the case itself and two screws to hold it in place.

Figure 1 shows the two vial cases. The level glass is an integral part of the vial case. The cases are absolutely independent of each other. One is inserted from each side of the level and one case can be removed without disturbing the position of the other. Figure 2 shows a section of the level with one glass removed.

This lucky construction has given to the Empire level an added feature that was not figured on originally. The fact that the cases can be adjusted independent of each other makes possible the remarkable function of being able to line up both level and pitched surfaces from the same level opening without stopping to readjust the cases. This is accomplished by leaving one glass in its original level position, while the other glass is adjusted to the desired angle.

The biggest added feature of the Empire adjustable level, however, is not that of adjustability at all; it is interchangeability. This is an idea entirely new to any level and is found exclusively in the Empire. Interchangeability gives to the workman the opportunity to repair his broken level glasses quickly, cheaply and as good as could be done at the factory.

Level Glass Cases Interchangeable

Level glasses are always going to be broken so long as they are made of glass, but heretofore, the workman was up against a proposition that deprived

him of the use of his tool for some time and usually meant considerable expense whenever this accident happened. With an Empire level, the job of repairing a broken level glass takes about two minutes and is as simple as putting a new bit into an auger. The operation consists merely of removing the old case with the broken glass and inserting a new one. All cases are die cast and machined to fit any opening.

Of course, all the added features that we are able to give to a level, important as they are in themselves, are of secondary importance in the consideration of a level, to the element of accuracy.

Absolute accuracy in a level is all important. Without it, any other points are not worthy of consideration. To accomplish accuracy in the Empire levels, we have eliminated as far as possible the element of human uncertainty.

Production Process Guarantees Accuracy

It seems paradoxical, but it is true, nevertheless, that while the finest and most accurate work is that done by hand, yet any manufactured articles produced in quantities that depend upon human labor are bound to witness serious variations in their construction. Realizing that consistent accuracy is accomplished only by mechanical means, we have brought the manufacturing process of Empire levels almost entirely to a machine basis. The human element, on those parts of the level that directly concern its accuracy, has practically been eliminated.

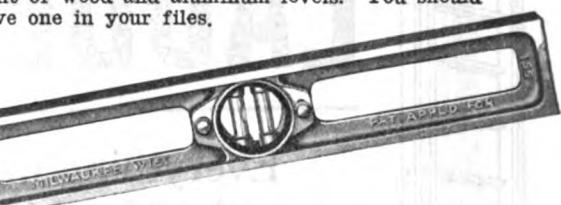
To accomplish this end, it was necessary in most cases to invent special machinery which in itself was a considerable task, but the results obtained have more than justified the efforts expended. In the Empire adjustable aluminum level, we have incorporated the two most vital features of a level—absolute accuracy and a wider ranger of usefulness.



DEPENDABILITY in Empire Levels is made possible by a consistent manufacturing process. Every level sold under the Empire brand is checked and rechecked to a degree which makes positive HAIR-LINE ACCURACY an accomplished fact.

Most jobbers and dealers who handle Empire Levels do so because they realize the business asset of identifying their organizations with products of the highest possible standards and ideals.

The Empire catalog shows a complete assortment of wood and aluminum levels. You should have one in your files.



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EMPIRE LEVEL MFG. CO.

Milwaukee, Wisconsin

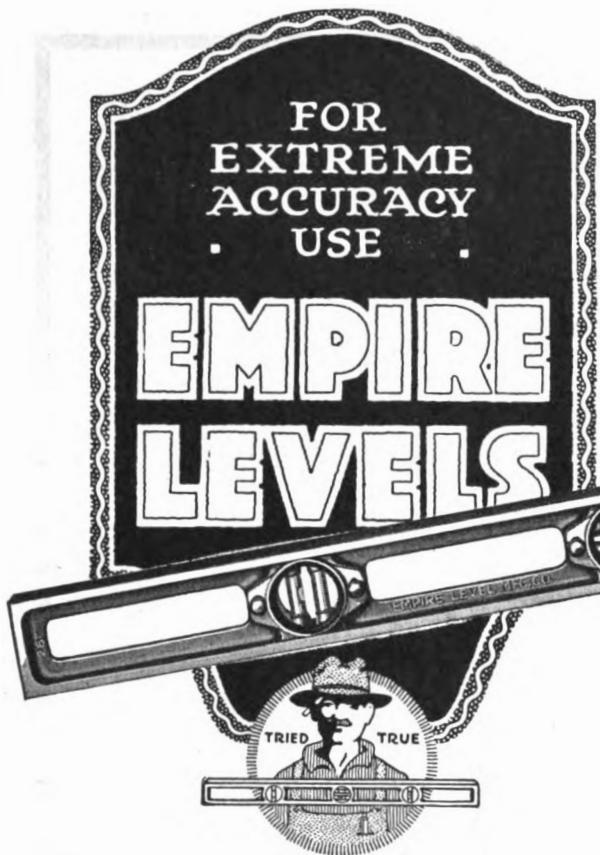
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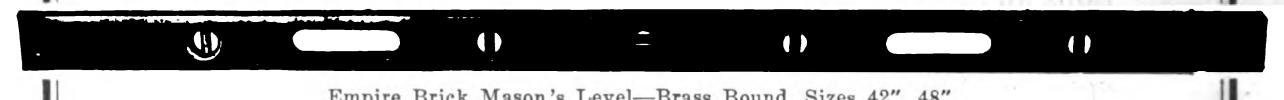
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A Monument to an Ideal

SIGHTSEERS in the city of Washington are usually directed to a simple monument of stone rising out of the ground some five hundred and fifty feet. It is grandly unpretentious, merely a gigantic shaft, yet its simple outlines express more clearly than volumes the regard of a great people for the ideals of a great man. It expresses the strength of unswerving loyalty to righteous faith.

SINCE the birth of EMPIRE LEVELS, a little over four years ago, we have attempted to adhere to a strict program of quality manufacturing as clearly defined as the outlines of the great Washington monument. It has been no easy task, especially during the tempestuous years just past. The temptations to cut quality have been great and the deviations we might have affected seemed of small importance. But slowly and surely our ideal has been shaping itself. Ever increasing numbers of Hardware men are helping us to raise the monument of dependable Level accuracy higher and higher into the air. Many are kind enough to tell us that the Empire Level is the finest tool of its kind in the land. When that opinion is *universally* accorded then we shall have realized our ideal.

EMPIRE LEVEL MFG. CO.

MILWAUKEE, WIS.

MANUFACTURERS OF A COMPLETE LINE OF
QUALITY LEVELS



EXPRESSES THE UNANIMOUS VERDICT

This photo, through a window, of a mechanic at his bench, holding up an Empire adjustable aluminum level and expressing his satisfaction, both in word and attitude, is typical of many thousands of expert users who are enthusiastically satisfied.

They tell us they are repaid from the start in the convenience of making repairs. With an Empire, where the vial cases are adjustable and interchangeable it is possible to repair or renew a broken level glass in a couple of minutes, instead of being tied up for some time and at considerable expense for the new glass on stationary type levels.

The Empire adjustable aluminum level was conceived by men who have had many years' experience in manufacturing technical mechanics' tools. It has been found to be just as accurate as the stationary type and costs but little more.

In about a year that the present style has been on the market leading hardware and tool merchants throughout the West have found that a stock of these levels is a money-maker. The Empire Level Manufacturing Co., Milwaukee, guarantees every level on which the name Empire is stamped.

In the West, the manufacturers are represented by the Sprake Sales Co., with offices at Los Angeles, San Francisco, Portland and Denver, who report the same reception and acceptance of the level in their territory as in the balance of the country.

One of our representatives who is calling on the Jobbing Trade recently said that any 1923 Catalog that hasn't Empire Adjustable Aluminum Levels listed will be out of date.

Literally, of course, such a statement is an exaggeration but it nevertheless shows the growing favor of this really remarkable level.



Empire Adjustable Aluminum Level — Sizes 18", 24", 28", 30", 42"

EMPIRE LEVEL MFG. CO.

Milwaukee, Wisconsin

Pacific Coast Agents:

SPRAKE SALES COMPANY

Portland

Denver

San Francisco

Los Angeles

YOUR JOBBER HANDLES EMPIRE LEVELS

Attractive Counter Display

This attractive counter display is increasing level sales for Hardware Merchants. It is a cut-out sign, on an easel, and printed in four colors. It is made of heavy board and so arranged that an actual level fits into the man's hands. The sign is 26 inches in height and 19 inches across, and makes a wonderful display for either counter or show window. Dealers who handle Empire Levels should not be without this attractive sign. Write for yours today.

